

Abstract

RESEARCH GOAL is to determine the relationship and influence events "April Mop Competition with Gank LU" on visitor satisfaction in Sentra Grosir Cikarang Mall. **METHODS** the use of quantitative research methods used by the type of survey research eksplanatif associative. The number of questionnaires were analyzed as much as 100 questionnaires by using likert scale. **ANALYSIS** research using SPSS 20.0, the correlation value obtained Pearson Correlation of **0.569**, the value gained significance hypothesis test variables $x = 0.000 < 0.05$. **RESULTS ACHIEVED** that the relationship between the variables (X) and variable (Y) is sufficient, and there is influence between April Mop Competition Event to Event Visitor Satisfaction. **CONCLUSION** in organizing the event to consider the quality of each dimension of the event, because of the better organized the event in the event of visitor satisfaction will also increase. (JNS)

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